

# PODCASTING FOR BUSINESS CONFERENCE

*For company podcasts and the people who make them.*

---

## WHAT IS **PFBCON**?

Every year, the Podcasting for Business Conference brings together experts from across the podcast and content marketing industries to provide training and support to people podcasting as part of their work.

Podcasting for your business is different than podcasting as a passion project, or even as a business in and of itself - company shows need to generate a positive ROI and they need to do it quickly.

A lot of the content out there, while highly valuable, doesn't take into account the unique needs and opportunities of a podcast run as a marketing and business development channel.

PFBCon fills that gap.

---

## THE EVENTS



### EXPERT PRESENTATIONS

Live access to secrets, strategies, and exclusive insights to boost your podcast and business.



### DEEP DIVE WORKSHOPS

Action-oriented workshops to hone your skills and stay updated with the industry's best practices.



### PANEL DISUCCSIONS

Learn about critical podcasting topics like SEO and Discoverability or Topics, Titles and CTAs from from multiple experts at one time.



### NETWORKING EVENTS

Connect with other business podcasters and industry professionals to find guests and guesting opportunities, and new colleagues and support.

## PFBCON 2024

Last year's conference was a success — attendance was increased by 44% over 2022, and we expect to exceed that this year with a projected attendance of 350 people.

# 24

Key speakers and promotional partners

# 40%

Payment Affiliate Program

# >100

Tickets already gifted with purchase of Podcasting for Business and speaker guests.

## ATTENDEE PROFILE

Business owners who are podcasting to support their business.

### TOP INDUSTRIES REPRESENTED



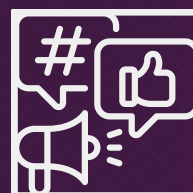
LEGAL



FINANCE



CONSULTING



MARKETING



PODCASTING

## NOTABLE SPEAKERS 2024



**Joni Deutsch**  
The Podglomerate



**Tom Fox**  
Compliance Podcast Network



**Ana Xavier**  
The Podcast Space



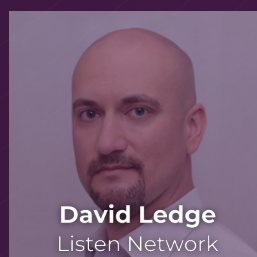
**Fatima Zaidi**  
Quill Inc and CoHost



**Hector Santiesteban**  
Amplafy Media



**Jeremy Enns**  
Podcast Marketing Academy



**David Ledge**  
Listen Network



**Racheal Cook**  
The CEO Collective

## SPONSORSHIP OPTIONS

Choose how you want to get seen.

### CONVERSIONS

\$600

#### EMAIL

3 AVAILABLE

Get your links, a paragraph of copy and a banner in one of the daily schedule emails.

### BRAND AWARENESS

\$200

#### WAITING ROOM

10 AVAILABLE

Promotional Slide for your company on-screen in between sessions.  
(15 minute display)

### FACETIME

\$600

#### NETWORKING

2 AVAILABLE

5 minutes at the beginning and 5 at the end to talk about your company and services.

### TEACHING

\$250/SLOT

#### CONTENT LIBRARY

8 AVAILABLE

Share a video training with attendees in the on-demand content library, accessible to registrants immediately.

### TEACHING

\$800/SLOT

#### WORKSHOP

2 AVAILABLE

Lead your own workshop and share skills with the attendees. Content subject to Organizer Approval.

All Sponsorships include logo and link on the conference home page.

## QUESTIONS?

Feel free to reach us for more details. We can't wait to hear from you!



Megan@onestonecreative.net